Australian Government

COVIDSafe BRAND GUIDELINES

MAY, 2020   V2

CONTENTS

MASTERBRAND LOGO
USAGE

FULL COLOUR
VARIATIONS

MONO COLOUR
VARIATIONS

MONO BLACK/WHITE
VARIATIONS

Only use mono variations if production methods
restrict the use of the primary colour

Where possible use the mono colour variations
over the mono black/white variations

SECONDARY DEVICES

Secondary devices are sign-offs, badges or graphics that use distinct elements of the masterbrand logo. Secondary devices use the dark green to help visually differentiate from the masterbrand logo light green.

Sign-offs are used to create a consistent message to support various headlines/copy.

Badges are used to graphically support tactical messaging.

BE COVIDSAFE

COLOUR PALETTE

AUSTRALIAN GOVERNMENT

COVID-19

COVIDSAFE

Public alert; Update, alert, caution, etc.

BE COVIDSAFE

Places, People, Employees, Business, Industry

COVIDSAFE SUPPORT

People, Employees, Business, Industry

BLACK

HEX
161616

RGB
22 22 22

PMS
BLACK C
BLACK U

CMYK
0 0 0 100

WHITE

HEX
FFFFFF

RGB
255 255 255

CMYK
0 0 0 0

ALERT YELLOW

HEX
FFD745

RGB
255 215 68

CMYK
0 14 85 0

CAUTION RED

HEX
C60C30

RGB
198 12 48

PMS
186 C
186 U

CMYK
0 100 80 5

LIGHT GREEN

HEX
C8FFB9

RGB
200 255 185

PMS
7486 C
7486 U

CMYK
21 0 35 0

DARK GREEN

HEX
008A23

RGB
0 138 35

PMS
356 C
356 U

CMYK
86 20 100 8

BLUE

HEX
0062D4

RGB
0 98 212

CMYK
85 64 0 0

Gotham Round – Book
(short/long headlines, sub-headlines & body copy)

Gotham Round – Bold
(short headlines, sub-headlines & highlighting short burts of copy)

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#$%^&*()<>?

**abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789
!@#$%^&*()<>?**

Case: Sentence case
Tracking: 0pt (Metric)
Leading: Auto or 1.2
Alignment: Left or centre

Help us practise physical distancing.

When in store, please **maintain a 1.5m distance** from others at all times.

Keeping your distance.

Help stop the spread of Coronavirus by keeping your distance. Wherever possible stay 1.5 metres apart and practise good hand hygiene, especialy after being in public places.

The **maximum capacity** of people in this store is:

Keep yourself safe.
Keep Australia safe.
Stop the spread.

Et ut qui oditibu stotatis dolupta saus necae odis as mag denam experro.

Attention

If you have experienced a **fever, cough, sore throat, shortness of breath** or **travelled overseas** in the past month, please **do not** enter this facility.

Limiting customer numbers in store

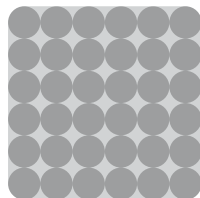The maximum capacity of this space is 50. Please maintain 1.5m between others at all times.

Typography colour must always have a strong contrast with the background colour to ensure clear legibility.

Keeping your distance.

Help stop the spread of Coronavirus by keeping your distance. Wherever possible stay 1.5 metres apart and practise good hand hygiene, especially after being in public places.

Keep yourself safe. Keep Australia safe. **Stop the spread.**

Et ut qui oditibu stotatis dolupta saus necae odis as mag denam experro.

Limiting customer numbers in store

The maximum capacity of this space is 50. Please maintain 1.5m between others at all times.

TEXT HOLDER EXAMPLES

Keep yourself **safe**

Keep yourself **safe**

Keep yourself **safe**

Keep yourself **safe**

Keep yourself **safe**

Keep yourself **safe**

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**

Keep yourself safe. Keep your community safe. **Stop the spread.**

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BE COVID**SAFE**

Who needs to isolate?

Should I be tested for COVID-19?

What does isolate in your home mean?

Can I leave home?

TEXT HOLDER GRID

Rounded corner text holder devices are based on a circle gid

Text box (dotted line)

Text box corners are positioned in the centre of the corner circles
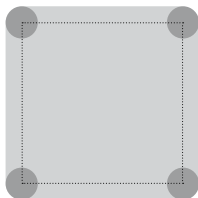
Text box clear space (shaded area)

Text must not be set outside this area

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**

Amount of text and text holder width/height can vary

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**
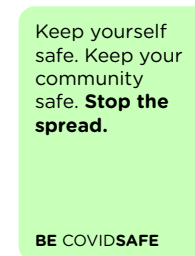
SETTING HEADLINE TEXT PROPORTIONS
IN CONTEXT TO TEXT HOLDER ROUNDED CORNER

EXAMPLES

Gotham Rounded Bold Uppercase 'O' height can be used as a measuring tool to set headline type size within a text holder where possible

Gotham Rounded Bold Uppercase 'O' height is set at 55%, 45% or 32% the size of the text holder rounded corner where possible

ABCDEFGHI JKLMNOPQR STUVWXYZ
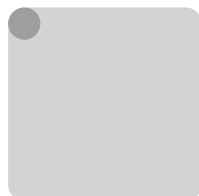
Text holder corner

○ 55%

○ 45%

○ 32%

55%

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**

45%

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVID**SAFE**

32%

Coronavirus Aus Gov msg:

To stop the spread, stay 1.5m from others, follow rules on social gatherings, wash hands, stay home if sick. aus.gov.au

ICONOGRAPHY
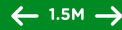## WHITE BACKGROUND

PHYSICAL DISTANCING	PHYSICAL DISTANCING	PHYSICAL DISTANCING
COVIDSAFE APP	BLUETOOTH ON	PHONE MEETINGS
SELF-ISOLATION	NO HANDSHAKING	AVOID CROWDS
NO CASH PAYMENTS		

BANKS	SUPERMARKETS	PETROL STATIONS
MEDICAL SERVICES	PLACE OF WORSHIP	PETROL
PHARMACY	CAFES	RESTAURANTS
GYM		

WASH HANDS REGULARLY	WASH HANDS 20 SECS	COUGH INTO TISSUE
WEAR SURGICAL MASKS	SAFE HYGIENE	HAND SANITIZERS
INDUSTRY CLEAN	CLEAN SURFACES	HEALTH ADVICE COMPLIANT
SAFE HYGIENE		

COVID-19 PLAN	BOOTCAMP	EXERCISE DAILY
EXERCISE	EXERCISE AWAY FROM OTHERS	FOLLOW THE LIMITS
NO PUBLIC GATHERINGS	HOUSEHOLD	FEVER
GATHERINGS		

RETAIL	RETAIL SHOPPING	SHOPPING TROLLEY
TRADE	HAIRDRESSER	LIFTS
CONTACTLESS PAY	USE CONTACTLESS PAY	SEAT
WORK		

GATHERINGS & WORK	EDUCATION & CHILDCARE	RETAIL & SALES
CAFES & RESTAURANTS	ENTERTAINMENT & AMUSEMENT	SPORT & RECREATION
ACCOMMODATION	WEDDINGS & FUNERALS	HAIR & BEAUTY
DOMESTIC TRAVEL		

PHYSICAL DISTANCING	PHYSICAL DISTANCING	PHYSICAL DISTANCING	COVIDSAFE APP	BLUETOOTH ON	PHONE MEETINGS	SELF-ISOLATION	NO HANDSHAKING	AVOID CROWDS	NO CASH PAYMENTS
BANKS	SUPERMARKETS	PETROL STATIONS	MEDICAL SERVICES	PLACE OF WORSHIP	PETROL	PHARMACY	CAFES	RESTAURANTS	GYM
WASH HANDS REGULARLY	WASH HANDS 20 SECS	COUGH INTO TISSUE	WEAR SURGICAL MASKS	SAFE HYGIENE	HAND SANITIZERS	INDUSTRY CLEAN	CLEAN SURFACES	HEALTH ADVICE COMPLIANT	SAFE HYGIENE
COVID-19 PLAN	BOOTCAMP	EXERCISE DAILY	EXERCISE	EXERCISE AWAY FROM OTHERS	FOLLOW THE LIMITS	NO PUBLIC GATHERINGS	HOUSEHOLD	FEVER	GATHERINGS
RETAIL	RETAIL SHOPPING	SHOPPING TROLLEY	TRADE	HAIRDRESSER	LIFTS	CONTACTLESS PAY	USE CONTACTLESS PAY	SEAT	WORK
GATHERINGS & WORK	EDUCATION & CHILDCARE	RETAIL & SALES	CAFES & RESTAURANTS	ENTERTAINMENT & AMUSEMENT	SPORT & RECREATION	ACCOMMODATION	WEDDINGS & FUNERALS	HAIR & BEAUTY	DOMESTIC TRAVEL

COUGH INTO ARM

TISSUE

BIN THE TISSUE

WASH HANDS FOR 20 SECS

CONTACTLESS PAY

COVID SAFE APP

HAND SANITIZER

FEVER

TRAVEL

MAXIMUM CAPACITY

CLEAN SURFACE

RINSE HANDS

SCRUB HANDS

DRY HANDS

SNEEZE INTO TISSUE

COUGH

EXERCISE

PHYSICAL DISTANCING

PICTOGRAMS
LIGHT GREEN BACKGROUND

COUGH INTO ARM

TISSUE

BIN THE TISSUE

WASH HANDS FOR 20 SECS

CONTACTLESS PAY

COVID SAFE APP

HAND SANITIZER

FEVER

TRAVEL

MAXIMUM CAPACITY

CLEAN SURFACE

RINSE HANDS

SCRUB HANDS

DRY HANDS

SNEEZE INTO TISSUE

COUGH

EXERCISE

PHYSICAL DISTANCING

COUGH INTO ARM

TISSUE

BIN THE TISSUE

WASH HANDS FOR 20 SECS

CONTACTLESS PAY

COVID SAFE APP

HAND SANITIZER

FEVER

TRAVEL

MAXIMUM CAPACITY

CLEAN SURFACE

RINSE HANDS

SCRUB HANDS

DRY HANDS
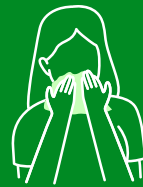
SNEEZE INTO TISSUE
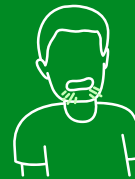
COUGH

EXERCISE

PHYSICAL DISTANCING

ILLUSTRATION
STYLE

• Primary colour palette: foreground and background elements
• Accent Green (illustration only): accent/highlight colour
• Secondary palette: generic use and detail
• Texture: shading element used sparingly
• Graphic language: tick, plus and circle integrated into illustration detail/concept

Accent Green
(illustration only)

HEX   00A129
RGB   0 161 41
PMS   362
CMYK   83 9 100 0

Accent Green
(illustration only)

1.5M

1.5M

1.5M
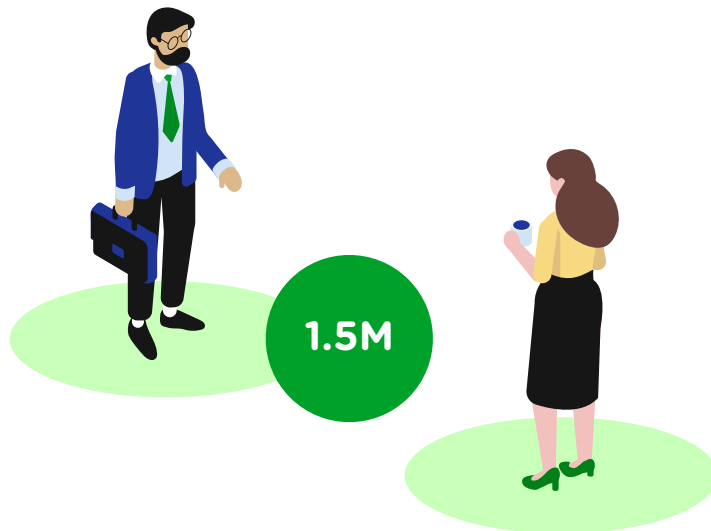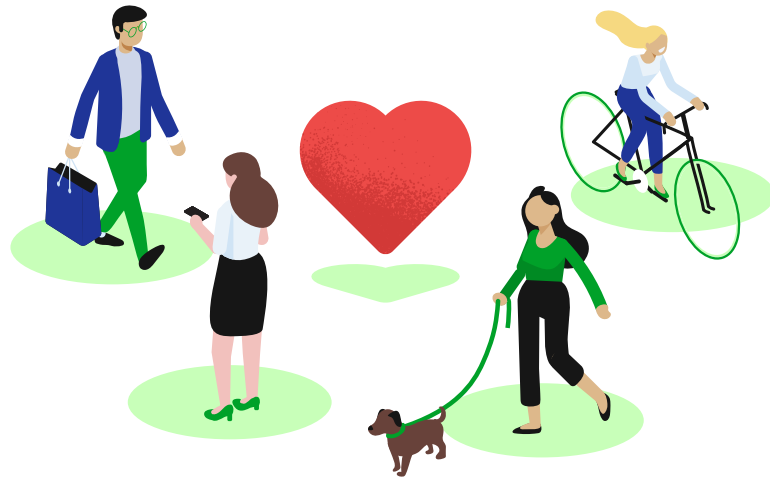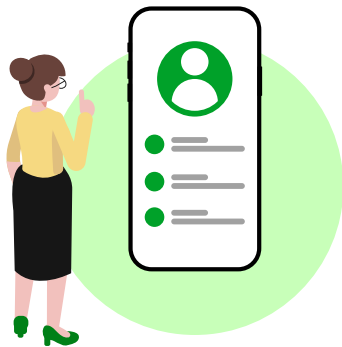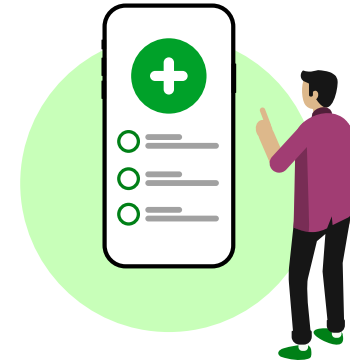
LOGO ELEMENTS

• Tick
• Plus/health cross
• Circular holding device

GRAPHIC EXTENSION

APP TILE

COVIDSafe

COVIDSAFE logo height:
84% app height

COVIDSafe ← 'COVIDSafe' must be typed
out when logo assets are not
being used

• Uppercase 'COVID'
• Titlecase 'Safe'
• No space 'COVIDSafe'

ASSET EXTENSION

Generic tile

App splash screen

**Help stop the spread
and save lives.**

Mobile graphic
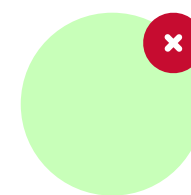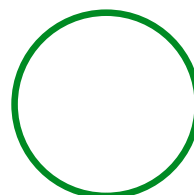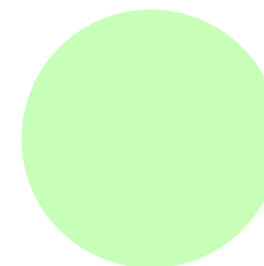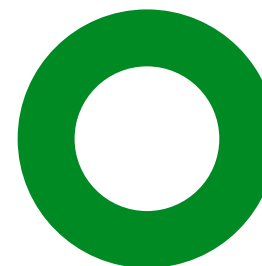
APPLICATIONS
COVIDSafe APP COMMUNICATION ASSETS

FULL BLEED

Banner/Header
('download' CTA in supporting copy)
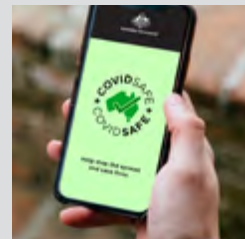
Social
('download' CTA in supporting copy)
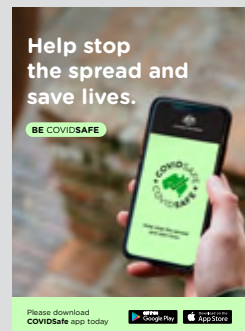
Print
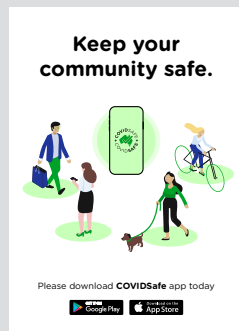
FOOTER DEVICES
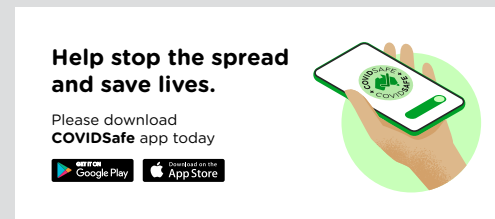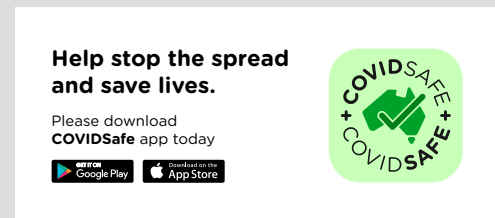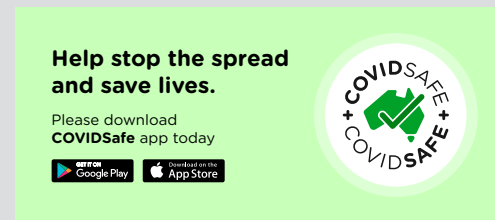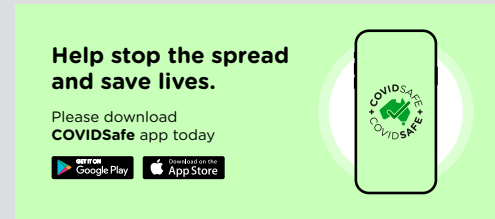
FLOATING DEVICES

LANGUAGE ONLY DEVICES

Help stop the spread and save lives.

Please download the
COVIDSafe app today.

Keep your community safe.

Please download the
COVIDSafe app today.

We need your help.

Please download the
COVIDSafe app today.

Know faster if you've come in contact with Coronavirus.

Please download the
COVIDSafe app today.

Each piece of COVIDSafe communication
serves a different purpose. This design
system caters to all the different
communication and environmental types.

TYPE ONLY
For more environmental information.

ICONOGRAPHY
For a single message, to be read and
understood quickly.
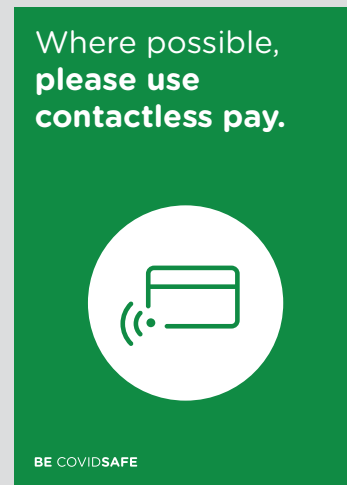
PICTOGRAMS
For multi-message led communications
with copy.
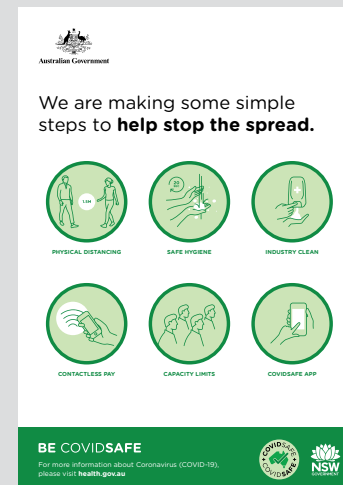
ILLUSTRATION
For single-message led communications
that speaks directly to the headline
message.

Please stand **here**

BE COVIDSAFE

Let's all keep **1.5m** apart

BE COVIDSAFE

The **maximum capacity** of people in this store is:

50

BE COVIDSAFE
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

Where possible, **please use contactless pay.**

BE COVIDSAFE

Attention

If you have experienced a **fever, cough, sore throat, shortness of breath** or **travelled overseas** in the past month, please **do not** enter this facility.

BE COVIDSAFE
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

We are making some simple steps to **help stop the spread.**

PHYSICAL DISTANCING   SAFE HYGIENE   INDUSTRY CLEAN
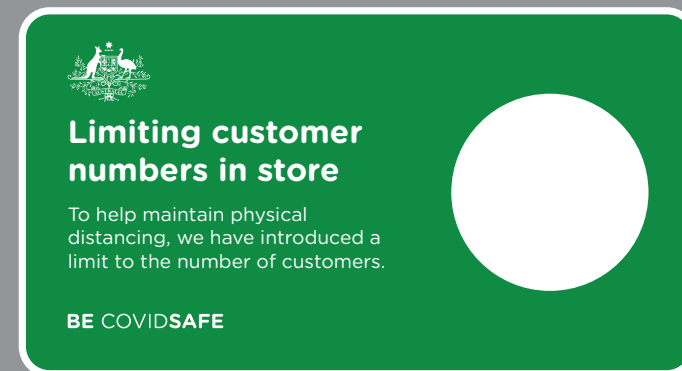
CONTACTLESS PAY   CAPACITY LIMITS   COVIDSAFE APP

BE COVIDSAFE
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

Keep yourself safe.
Keep your community safe.
Stop the spread.

BE COVIDSAFE
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

Help us practise physical distancing.

When in store, please **maintain a 1.5m distance** from others at all times.

1.5M

BE COVIDSAFE
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

APPLICATIONS
COMMUNICATION AND ENVIRONMENTAL
MANDATORY ELEMENTS

COMMUNICATION

Mandatory elements

Australian Government (+) **BE** COVID**SAFE** (+) COVIDSAFE + COVIDSAFE

Co-branding (optional)

NSW GOVERNMENT (OR) LOGO; BUSINESS, COMPANY, RETAILER ETC.

Application example

The **maximum capacity** of people in this store is:
50
BE COVIDSAFE

We are making some simple steps to **help stop the spread.**
BE COVIDSAFE

Stay safe and **stay at home.**
BE COVIDSAFE
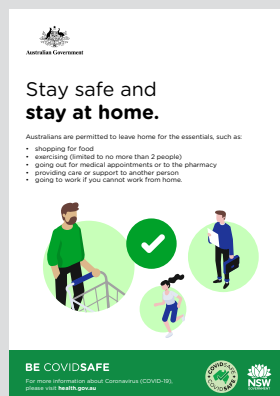
ENVIRONMENTAL INFORMATION

Mandatory elements

BE COVID**SAFE**

Application example

Please pack your own bags to help maintain social distancing.
BE COVIDSAFE

Sorry, we're accepting **cashless payments only.**
BE COVIDSAFE

Let's all keep **1.5m** apart
BE COVIDSAFE

Please stand **here**
BE COVIDSAFE
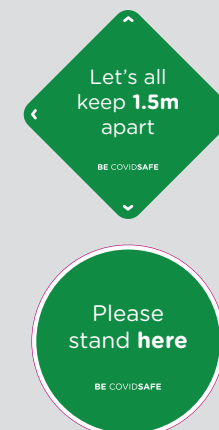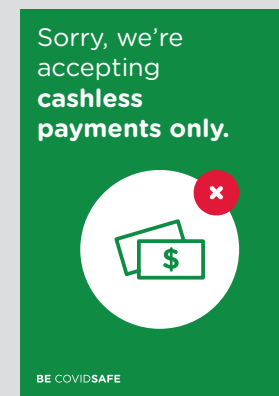
APPLICATIONS
COMMUNICATIONS
CO-BRANDING

- Australian Government logo
- BE COVIDSAFE sign-off
- COVIDSAFE masterbrand logo

- Australian Government logo
- BE COVIDSAFE sign-off
- COVIDSAFE masterbrand logo
- **'State' or 'business' logo (mono)**

- Australian Government logo
- BE COVIDSAFE sign-off
- COVIDSAFE masterbrand logo
- **'State' or 'business' logo (colour)**

- Australian Government logo
- BE COVIDSAFE sign-off
- COVIDSAFE masterbrand logo
- **'Business' logo (colour)**
- **Mono communication**
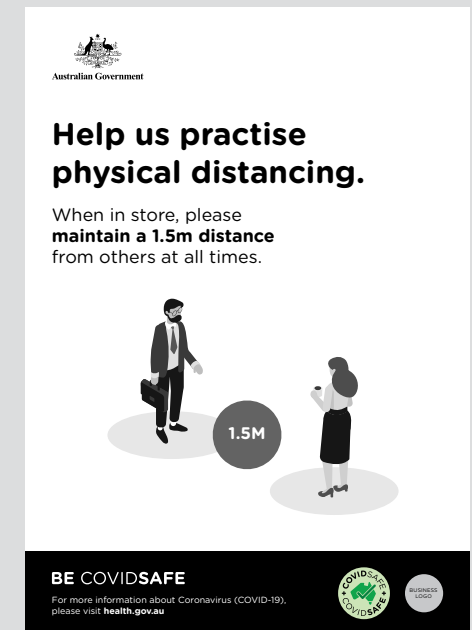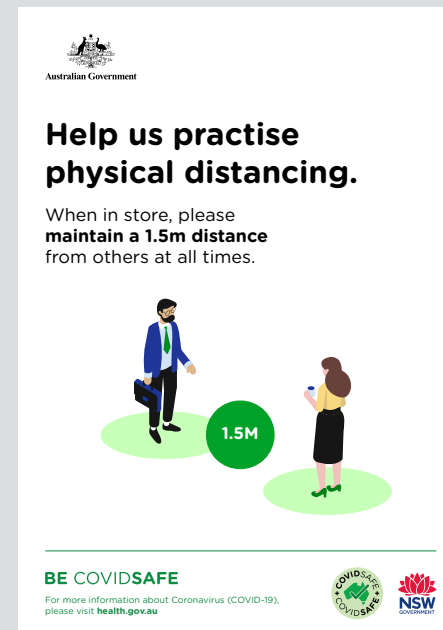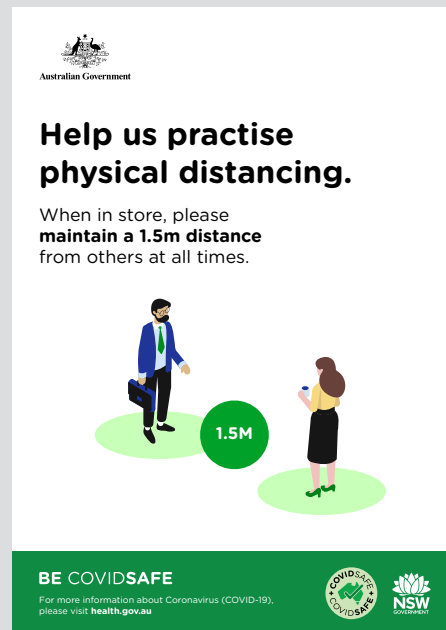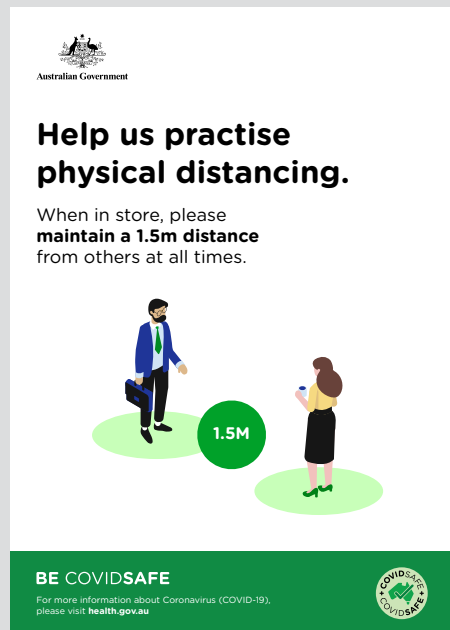
Mono or business branded communication must always use full colour masterbrand logo

- Do not alter masterbrand logo colours,
- Do not use mono masterbrand logo
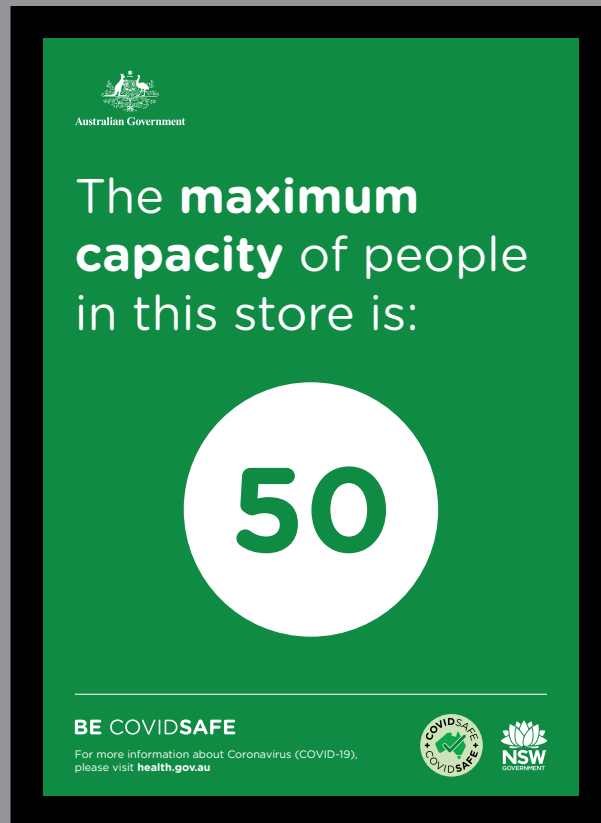
APPLICATIONS
SHOPFRONT COMMUNICATION
WINDOW DECALS

Australian Government

The **maximum capacity** of people in this store is:
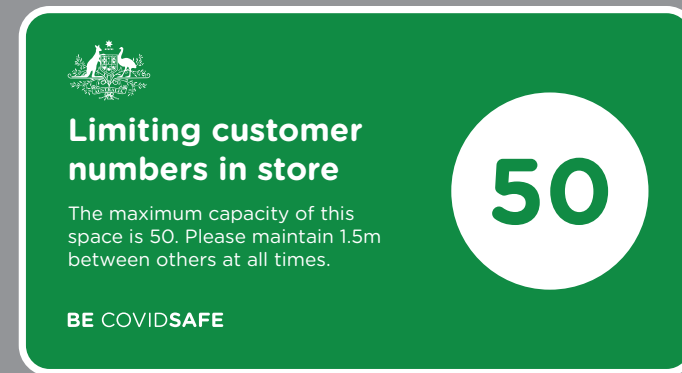
50

BE COVID**SAFE**
For more information about Coronavirus (COVID-19),
please visit **health.gov.au**

COVIDSAFE · COVIDSAFE ·

NSW GOVERNMENT

Limiting customer numbers in store

The maximum capacity of this space is 50. Please maintain 1.5m between others at all times.

50

BE COVID**SAFE**

Limiting customer numbers in store

To help maintain physical distancing, we have introduced a limit to the number of customers.

BE COVID**SAFE**

Australian Government

Due to government guidelines, we are taking measures to **practise good hygiene.**

PHYSICAL DISTANCING

SAFE HYGIENE

50
MAXIMUM CAPACITY

Here's how **you can help**

USE HAND SANITIZER

STAY HOME IF YOU ARE SICK

USE CONTACTLESS PAY

BE COVID**SAFE**
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

COVIDSAFE
COVIDSAFE

NSW GOVERNMENT

Australian Government

Attention

If you have experienced a **fever, cough, sore throat, shortness of breath** or **travelled overseas** in the past month, please **do not** enter this facility.

BE COVID**SAFE**
For more information about Coronavirus (COVID-19), please visit **health.gov.au**
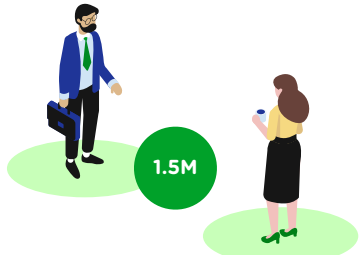
COVIDSAFE
COVIDSAFE

NSW GOVERNMENT

Australian Government

Help us practise physical distancing.

When in store, please **maintain a 1.5m distance** from others at all times.

1.5M

BE COVID**SAFE**
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

COVIDSAFE
COVIDSAFE

NSW GOVERNMENT

Australian Government

Together we can help
stop the spread and **save lives**

BE COVIDSAFE · BE COVIDSAFE

BE COVID**SAFE**
For more information about Coronavirus (COVID-19),
please visit **health.gov.au**

COVIDSAFE · COVIDSAFE

NSW GOVERNMENT

Australian Government

Keep yourself safe.
Keep your community safe.
Stop the spread.

BE COVID**SAFE**
For more information about Coronavirus (COVID-19),
please visit **health.gov.au**

COVIDSAFE · COVIDSAFE

NSW GOVERNMENT

Australian Government

We are making some simple
steps to **help stop the spread.**

PHYSICAL DISTANCING   SAFE HYGIENE   INDUSTRY CLEAN

CONTACTLESS PAY   CAPACITY LIMITS   COVIDSAFE APP

BE COVID**SAFE**
For more information about Coronavirus (COVID-19),
please visit **health.gov.au**

COVIDSAFE · COVIDSAFE

NSW GOVERNMENT

Australian Government

Keeping your distance.

Help stop the spread of Coronavirus by keeping your distance. Wherever possible stay 1.5 metres apart and practise good hand hygiene, especialy after being in public places.

1.5M

BE COVID**SAFE**
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

Australian Government

Simple steps to help stop the spread.

Wash your hands regularly with soap and water.

Practise social distancing. Where possible, stay 1.5m apart.

Stay at home and self-isolate if you are unwell.

Download the **COVIDSafe** app.

BE COVID**SAFE**
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

Australian Government

Stay safe and stay at home.

Australians are permitted to leave home for the essentials, such as:
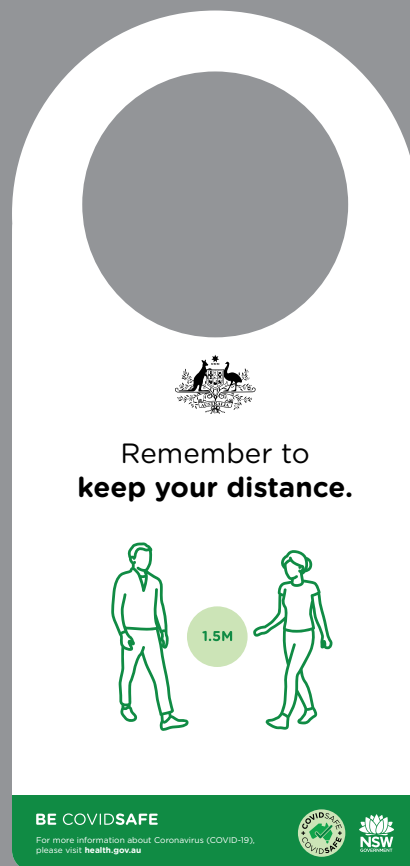
- shopping for food
- exercising (limited to no more than 2 people)
- going out for medical appointments or to the pharmacy
- providing care or support to another person
- going to work if you cannot work from home.

BE COVID**SAFE**
For more information about Coronavirus (COVID-19), please visit **health.gov.au**

APPLICATIONS
DOOR HANDLE HANGERS

Remember to
keep your distance.

1.5M

BE COVID**SAFE**
For more information about Coronavirus (COVID-19),
please visit **health.gov.au**

To help stop the spread,
**we support good
hygiene practices.**

BE COVID**SAFE**
For more information about Coronavirus (COVID-19),
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Simple steps to help
stop the spread.

PHYSICAL DISTANCING   SAFE HYGIENE

CONTACTLESS PAY   CAPACITY LIMITS

BE COVID**SAFE**
For more information about Coronavirus (COVID-19),
please visit **health.gov.au**

Let's all keep **1.5m** apart

BE COVIDSAFE

Let's all keep **1.5m** apart

BE COVIDSAFE

Please stand **here**

BE COVIDSAFE

Changeroom closed

Let's all keep **1.5m** apart

BE COVID**SAFE**

Seat unavailable

Let's all keep **1.5m** apart
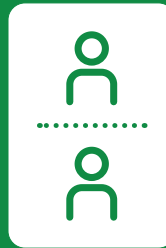
BE COVID**SAFE**

Dine in seating is **temporarily unavailable**

BE COVID**SAFE**

Changeroom closed

Let's all keep **1.5m** apart

BE COVID**SAFE**

Seat unavailable

Let's all keep **1.5m** apart

BE COVID**SAFE**

Dine in seating is **temporarily unavailable**

BE COVID**SAFE**

This screen is in place to **help safeguard** you and our team.

BE COVID**SAFE**

This screen is in place to **help safeguard** you and our team.

BE COVID**SAFE**

To help stop the spread,
**we support good
hygiene practices.**

Always wash your hands with soap
and water before and after eating.

BE COVIDSAFE
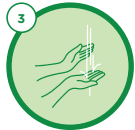For more information about Coronavirus (COVID-19),
please visit **health.gov.au**

Good hygiene
is in your hands.

1. Wet hands with running
warm water and apply soap.

2. Rub hands and lather for
at least 20 seconds.

3. Rinse hands under
running warm water.

4. Dry hands thoroughly
with a clean towel.

BE COVIDSAFE
For more information about Coronavirus (COVID-19),
please visit **health.gov.au**

Please always
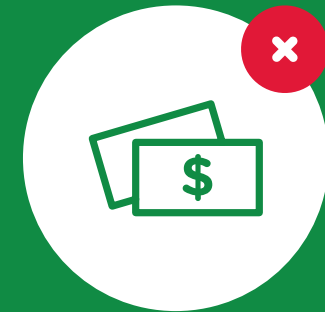**sanitise your hands
before entering.**

BE COVIDSAFE

Please pack your own bags to help maintain social distancing.

BE COVIDSAFE

Where possible, **please use contactless pay.**

BE COVIDSAFE

Sorry, we're accepting **cashless payments only.**

BE COVIDSAFE

APPLICATIONS
EDM

Australian Government

Coronavirus Aus Gov msg:

To stop the spread, stay 1.5m from others, follow rules on social gatherings, wash hands, stay home if sick.
aus.gov.au

COVIDSAFE

- Physical Distance
- Personal Hygiene
- App Downloaded
- Self Isolating while unwell
- Resting

MORE INFORMATION

How is this coronavirus spread?

COVID-19 is most likely to spread from person-to-person through:

- close contact with a person while they are infectious or in the 48 hours before their symptoms appeared
- close contact with a person with a confirmed infection who coughs or sneezes
- touching objects or surfaces (such as door handles or tables) contaminated from a cough or sneeze from a person with a confirmed infection, and then touching your mouth or face.
- Coronaviruses are a large family of viruses known to cause respiratory infections.

COVIDSAFE   Ⓘ Ⓦ f 𝕏

State and Territory Information

Ipidi ratenis rerum harum as dignimi, comnihi lluptam volorehendel idiore pro quam, eiciandae intium harchic to.

More information

For the latest advice, information and resources, go to www.health.gov.au

Call the National Coronavirus Help Line on 1800 020 080. It operates 24 hours a day, seven days a week. If you require translating or interpreting services, call 131 450.

The phone number of your state or territory public health agency is available at www.health.gov.au/state-territory-contacts

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Australian Government

How **COVIDSafe** app works

When you download the **COVIDSafe** app

When you download the app you provide your name, mobile number, and postcode and select your age range (see Privacy). You will receive a confirmation SMS text message to complete installation. The system then creates a unique encrypted reference code just for you.

COVIDSafe recognises other devices with the COVIDSafe app installed and Bluetooth enabled. When the app recognises another user, it notes the date, time, distance and duration of the contact and the other user's reference code. The COVIDSafe app does not collect your location.

To be effective, you should have the COVIDSafe app running as you go about your daily business and come into contact with people. Users will receive daily notifications to ensure the COVIDSafe app is running.

The information is encrypted and that encrypted identifier is stored securely on your phone. Not even you can access it. The contact information stored in people's mobiles is deleted on a 21-day rolling cycle. This period takes into account the COVID-19 incubation period and the time it takes to get tested. For more, see Privacy.

BE COVIDSAFE   Ⓘ Ⓦ f 𝕏

Help stop the spread and save lives.

Please download **COVIDSafe** app today

GET IT ON Google Play   Download on the App Store

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Australian Government

Together we can help stop the spread and **stay healthy.**

BE COVIDSAFE

Simple steps to help stop the spread.

COUGH OR SNEEZE INTO YOUR ARM

USE A TISSUE

BIN A TISSUE

WASH YOUR HANDS

BE COVIDSAFE   Ⓘ Ⓦ f 𝕏

COVIDSAFE workplace checklist

What can I do to keep my workers and customers safe at the workplace and limit the spread of COVID-19?

BE COVIDSAFE · BE COVIDSAFE

More information

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---

Australian Government

$20,000 – $100,000 Cash Flow support.

Small to medium business?

Find out if your eligible.

JobSeeker recipient?

Receive up to $1,000 Fortnightly.

Coronaviruses are a large family of viruses known to cause respiratory infections. These can range from the common cold to more serious diseases such as Severe Acute Respiratory Syndrome (SARS) and Middle East Respiratory Syndrome (MERS). This new coronavirus originated in Hubei Province, China and the disease caused by the virus is named COVID-19.

Employing an apprentice or trainee?

COVID-19 is most likely to spread from person-to-person through:

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- touching objects or surfaces (such as door handles or tables) contaminated from a cough or sneeze from a person with a confirmed infection, and then touching your mouth or face.

COVIDSAFE SUPPORT   Ⓘ Ⓦ f 𝕏

Employing an apprentice or trainee?

Find out more.
australia.gov.au

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APPLICATIONS
EDM

Image header

Image/text holder header

Image/graphic language header

Solid colour header

Graphic header

Illustration header

Image header

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the spread and
save lives.

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MORE INFORMATION

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Image/text holder header

Together we
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BE COVID**SAFE**

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COUGH OR SNEEZE
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WASH YOUR HANDS

BE COVID**SAFE**

COVID**SAFE**
workplace checklist

What can I do to keep my workers
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BE COVID**SAFE**

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Image/graphic language header

Help stop
the spread and
save lives.

BE COVID**SAFE**

Keeping your distance.

• Help stop the spread of
coronavirus by keeping your
distance.
• Remember, don't shake hands or
exchange physical greetings.
• Wherever possible stay 1.5 metres
apart and practise good hand
hygiene, especially after being in
public places.

1.5M

BE COVID**SAFE**

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Solid colour header

Coronavirus Aus Gov msg:
To stop the spread,
stay 1.5m from others, follow
rules on social gatherings,
wash hands, stay home if sick.
aus.gov.au

PEOPLE COVID**SAFE**

• Physical Distance
• Personal Hygiene
• App Downloaded
• Self Isolating while unwell
• Resting

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• Coronaviruses are a large family of viruses known to
cause respiratory infections.

BE COVID**SAFE**

**Join our WhatsApp
channel for COVID-19**
Message 'join' to +61 400 253 787
through WhatsApp.

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Graphic header

Who needs
to isolate?

Should I be
tested for
COVID-19?

What does
isolate in
your home
mean?

Can I leave
home?

COVID-19
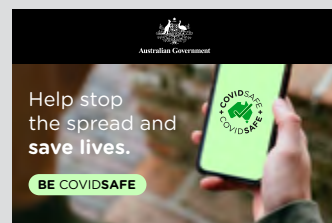**Frequently asked questions**

What is a coronavirus and COVID-19?
Coronaviruses are a large family of viruses known to
cause respiratory infections. These can range from the
common cold to more serious diseases such as Severe
Acute Respiratory Syndrome (SARS) and Middle East
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tables) contaminated from a cough or sneeze from a
person with a confirmed infection, and then touching
your mouth or face.

BE COVID**SAFE**

**What to do if a
worker has COVID-19**
Follow the advice of health
officials at all times.

More information
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BE COVID**SAFE**

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APPLICATIONS
SOCIAL MEDIA

TYPE ONLY

ICONS/PICTOGRAMS

ILLUSTRATION

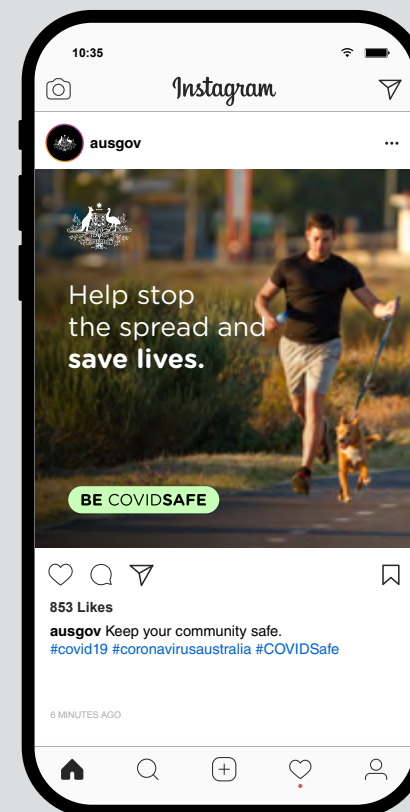FULL BLEED IMAGERY

Us minti saeno stis **mos volupta** dis nienis acit

BE COVIDSAFE

853 Likes
ausgov Keep your community safe.
#covid19 #coronavirusaustralia #COVIDSafe

6 MINUTES AGO

Ut endunt, to vernam sispme **nimag nisque**

BE COVIDSAFE

853 Likes
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6 MINUTES AGO

Together we can help save lives.

BE COVIDSAFE

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Help stop the spread and **save lives.**

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APPLICATIONS
SOCIAL MEDIA

TYPE ONLY

Us minti saeno stis **mos volupta** dis nienis acit

BE COVIDSAFE

Keep yourself safe. Keep your community safe. **Stop the spread.**

BE COVIDSAFE

Who needs to isolate? **Should I be tested for COVID-19?**

BE COVIDSAFE

ICONS/PICTOGRAMS

Download the **COVIDSafe** app

BE COVIDSAFE

Dine-in no longer available at restaurants, **use take-away or delivery services.**

BE COVIDSAFE

Cafes and restaurants are open and can seat a capacity of:

10

BE COVIDSAFE

ILLUSTRATION

Together we can help save lives.

BE COVIDSAFE

Download the COVID**SAFE** app

BE COVIDSAFE

Keep 1.5m apart from others.

1.5M

BE COVIDSAFE

FULL BLEED IMAGERY

BE COVIDSAFE

Help stop the spread and **save lives.**

BE COVIDSAFE

Together we can help stop the spread and **stay healthy.**

BE COVIDSAFE

Australian Government

COVIDSafe BRAND GUIDELINES

MAY, 2020   V2